

feldmann facts

2004 HIGHLIGHTS

GMA/Hero Honors A President

On June 7, I got a call just shy of 1:00 AM from ABC's "Good Morning America" to field produce a live segment for that morning's show honoring former President Ronald Reagan. Via satellite from NY, Diane Sawyer interviewed Timothy McCarthy, former Secret Service Agent for Ronald Reagan, who saved Reagan's life by taking John Hinckley Jr.'s bullet to the chest for him in 1981. My role was to fend off other networks so GMA would get the first interview with this very humble and charismatic hero, and obtain the same clearance for the local affiliate, WLS-TV/Channel 7's crew. Satellite Communication Systems provided the uplink.

CLIENT: True Credit CAMPAIGN: True Stories. True Credit.



AGENCY/PRODUCTION CO.
TargetCom LLC

ECD/DIRECTOR
Tim Claffey

PRODUCER
Shirley Feldmann

DIRECTOR OF PHOTOGRAPHY
Sid Lubitsch,
Sid Lubitsch Productions

EDITOR
Joe Langenfeld,
PunkVision

AUDIO/SOUND DESIGN
Brian Reed, Bam! Studios

MUSIC
Mike Pendowski Music
(HOP & CTCA)
Rhythm Cafe
(True Credit)

ANIMATION DESIGN/EFFECTS
Post Effects
(HOP & CTCA)
Scott Price
(True Credit)

The Reality of Medical TV... Tears to Smiles

Produced by Morningstar Entertainment for air on the Discovery Health Channel, "Chicago's Lifeline" is a medical reality television series that was shot on location at The University of Chicago Hospitals. As field producer for many segments, a combination of compassion and assertiveness was required while following the daily lives of families, patients and doctors... some were interviewed for the first time after a life threatening disease diagnosis, while others were filled with hope after recovery.

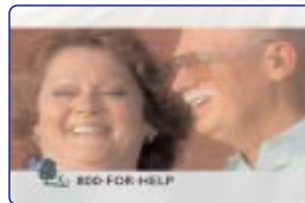
Hitting A Direct Target for Agency & Client

TargetCom, a direct response ad agency, brought me on as agency producer/line producer to oversee three national documentary-style television campaigns shot on 24p HD with real person testimonials. **Hooked on Phonics** shot for two days in Chicago, **Cancer Treatment Centers of America** shot for five days in Oklahoma and Chicago, and **True Credit** shot for three days in California. Actual expenses for the 15+ spots came in substantially under budgets, which ranged from \$150-\$400k.

This was a unique opportunity to create an internal broadcast production division as the agency's EVP/Managing Director, Tim Claffey, is also their commercial Director. In addition to producing, I worked with agency personnel to develop procedures to increase efficiency and profitability, while enhancing production values. A big thanks to Tim Claffey, Nora Liguorotis, Mike Jarosik, Kevin Hinds, Amy James and all production crew and agency personnel for a fun and rewarding experience!

“Shirley enabled our agency to develop a new offering that has proven to be both extremely successful for our clients and, at the same time, profitable for the agency... I'd hire her again in a heartbeat.”
Nora Liguorotis, President
TargetCom

CLIENT: Cancer Treatment Centers of America CAMPAIGN: Survivor Testimonials



Shirley Feldmann
producer

4114 N. LINCOLN, # 312 CHICAGO, IL 60618
TEL 773/348-0742 FAX 773/348-0799

VISIT www.FeldmannsFlicks.com

CLIENT: Hooked on Phonics CAMPAIGN: "Learn To Read"



TELEVISION & RADIO COMMERCIALS

TargetCom

Producer • True Credit, Hooked On Phonics, Cancer Treatment Centers of America (National DRTV; HD)

◆ American Mattress/CBS 2 Chicago

Creative Director/Writer/Producer/Director • Annual Branding & Promotional Campaign (26-spot package; HDTV)

◆ CBS 2 Chicago/WBBM-TV

Writer/Producer/Director • Commercials for advertisers including: Education, Healthcare, Internet Services, Retail, Tourism, etc. (TV)

Writer/Producer • Topical promos for the 4:30/10:00 p.m. News & Cross Promotions (TV)

Buena Vista Television/Disney

Writer/Producer • "DANNY!" TV Show (National Radio Promos)

◆ Italia Advertising/Sports Partners

Producer • Racing Champions/NASCAR (TV) Producer/Broadcast Standards • EAS (TV)

Rapp Collins Worldwide

Producer • Ameritech (DRTV), Wall Street Journal (Radio), UPS (DRTV revisions)

Levitz Furniture Corporation

Producer & Creative Direction • John M. Smyth's Homemakers (TV & Radio)

Publicis & Hal Riney

Producer • Office Max (Radio)

Ammirati Puris Lintas-Chicago

Producer • Ameritech (TV, DRTV & Radio) and Yellow Pages (Radio)

A. Eicoff & Company

Producer • GTE (DRTV revisions)

LKH&S

Producer • Black Flag (DRTV)

Northern Trust Bank

Producer (Radio)

Herbert Stanley Company

Writer/Producer • Weiman Furniture Care Products (Radio)

JWT Specialized Communications

Producer • Schneider Trucks (Radio)

Creative Concepts Advertising

Writer/Producer • Jack Phelan Chevrolet/Geo, Connie's Pizza, Grand Slam, etc. (TV & Radio)

Carole Darr & Associates

Line Producer • "Slim & Trim"; "Slim Thigh" (TV)

Harpo Productions

Writer/Producer • "The Oprah Winfrey Show" (National Radio Promos)

INDEPENDENT FILMS

◆ "The Signing" 16mm Short

Producer & Production Manager • Int'l Chicago Film Festival Award

Tasty Tunes, Inc.

Writer/Producer • 10-minute promotional/sales program for the Dennis Keith Band

- ◆ 2 Tellys
- ◆ 2 Summits
- ◆ 1 Silver Dome
- ◆ 1 Tempo
- ◆ 1 Int'l Chicago Film Festival

Awards Won



BUSINESS TELEVISION

McDonald's Creative Services

Producer • 2004 World Wide Conv. (Roll-in) Post Production Supv. • 1998 World Wide Convention

◆ LKH&S

Producer • "What Is #333?" for wireless (DVD presentation & CD Rom promotional piece)

Publicis & Hal Riney

Producer • Del Webb Branding Films (Bids/Pre-Pro for HDTV, Film & Video)

United Airlines

Production Manager/Line Producer • "What If" for Board of Directors & Customer Focus Groups (HDTV)

Viva Lundin! Productions

Line Producer/Production Manager • NEC

Post Effects

Line Producer • Live Marketing!

Video Publishing House

Producer of Post Production • "Just Change It" w/Ted Gaebler (International Distribution)

Ameritech Creative Media

Project Manager, Line Producer, Production Manager, Location Manager, Project Coordinator, Assistant Director, Research • Corporate Training (Various)

US Steel Quality Series

Line Producer • Lightfall Productions (Six-tape series shot in the steel mill)

Federici Video/Abbott Labs

Assistant Director • Sales/Training programs

TELECASTS & LIVE SHOWS

Ameritech - "SBC Merger Telecast"

Production Manager & Line Producer • Coordinated logistics of over 60 sites for live telecast to 65,000 employees

Ameritech Creative Media

Producer & Production Manager • Live local and regional company-wide video-conferences • Live high profile press conferences for campaign roll outs and new product launches

Square D Corporation

Floor Director • Live teleconference

Northwest Teleproductions

Production Manager & Floor Director • Motorola, Budget Rent-A-Car

ITVA Annual Awards Show

1993 • Assistant Producer, Floor Director
1991 • Equipment Coordinator
1990 • Assistant Director
1989 • Segment Producer

BROADCAST SHOWS & SEGMENTS

ABC Network/"Good Morning America"

Field Producer • "McCarthy" (Live segment)

Orwell Productions/CBS

Field Producer • "Big Brother" TV show (Various field segments & interviews)

Morningstar Entertainment

Field Producer • Discovery Health Channel's "Chicago's Lifeline" (Various segments/interviews)

Crew Company/TV Show Segments

Field Producer • CBS News Productions for A&E's "Biography-Jerry Orbach" • New Wave Productions for History Channel's "Lindbergh Flies Again" • Kaos Entertainment for Travel Channel's "Secrets of RV's" • Michael Hoff Productions for Travel Channel's "World's Best: Top 10 Fun Food Factories"

GRB Entertainment

Field Producer • The Learning Channel's "Mysterious Worlds-Protestant Exorcisms"

Merging Pictures/Maturity Broadcast Network

Field Producer • VNR for AARP & AMA

Folding Pictures

Field Producer • "Real TV" (Interview & field segment)

Weller/Grossman Productions

Field Producer • Discovery Channel's "Interior Motives" (Various segments)

Northwest Teleproductions

Producer • VNR for NARAS and The Grammy's including an interview w/pop star Richard Marx

Intersport Television

Stage Manager/Floor Director • Sportschannel

"Street Smarts"

Production Coord. • PBS/Video Publishing House

INTERNET & MULTIMEDIA

Ameritech Creative Media

Producer & Production Manager • "Real Audio, Real Video" Internet programs • Interactive multimedia programs used for sales tools and speaker support

Walgreen Company

Production Manager/Assistant Director • Interactive training for all internal pharmacists

Feldmann's Flicks Ltd.

Producer • FeldmannsFlicks.com (Website)

Association Advocates, Inc.

Producer • AssociationAdvocatesInc.com (Website)

VISIT www.FeldmannsFlicks.com for the latest project highlights, news, etc.



"UNSTOPPABLE IDEAS AND PRODUCTION SERVICES"